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(54) METHOD AND SERVER FOR OFFERING PERSONALIZED SEARCH REFLECTING USER PREFERENCE BY STORING SEARCH RESULT SELECTION INFORMATION FOR QUERY TO USER TERMINAL

(57) Abstract:

PURPOSE: A method and a server for personalized search are provided to offer a personalized search service to each user even if the server separately stores user information and the user is not logged in to the server by generating cookie information and offering the personalized search service using the cookie information when the user requests the search. **CONSTITUTION:** A receiver(1101) receives a query or the cookie information from the user terminal. A discriminator(1102) discriminates search cookie from the received cookie information. A search result list generator(1103) generates a personalized search result list including personalized search results based on a URL(Uniform Resource Locator) included in the discriminated search cookie, and generates the search result list including search result associated with the received query in a keyword or category search mode. A search result provider(1105) provides the personalized search result list and the search result list to the user terminal by using a different providing mode. The search cookie includes a query, and the URL associated with the URL or a selection frequency associated with the URL.